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Use Case — Category Manager

A quick guide to the fundamentals most relevant to the role of a Category Manager. We have highlighted what is used, why its important and the outcomes that can be expected.

The fundamentals relevant to the role of Category Manager ...

Smart Pricing & Promotion.

This Fundamental tests promotions against strategy, acts as an early warning indicator for potential in-store promotional issues. Breaking the pricing architecture online does not just impact the current shopping trip, but also the average weight of purchase (AWOP) of future baskets where the retailer has a favourites section. The pricing architecture should be effectively used to trade shoppers up in size or to premium offerings.

'Smart pricing and promotions' is the first step to increasing visibility and improving your online sales performance.'

This insight helps you make informed decisions and adjusts strategy.

Winning Campaigns.

This Fundamental measures the cumulative impact of promotions over time and assesses this against your shopper objectives (e.g. trial, up-trading etc). This also allows you to track all competitor promotional activity in the category and understand your promotional competitiveness.

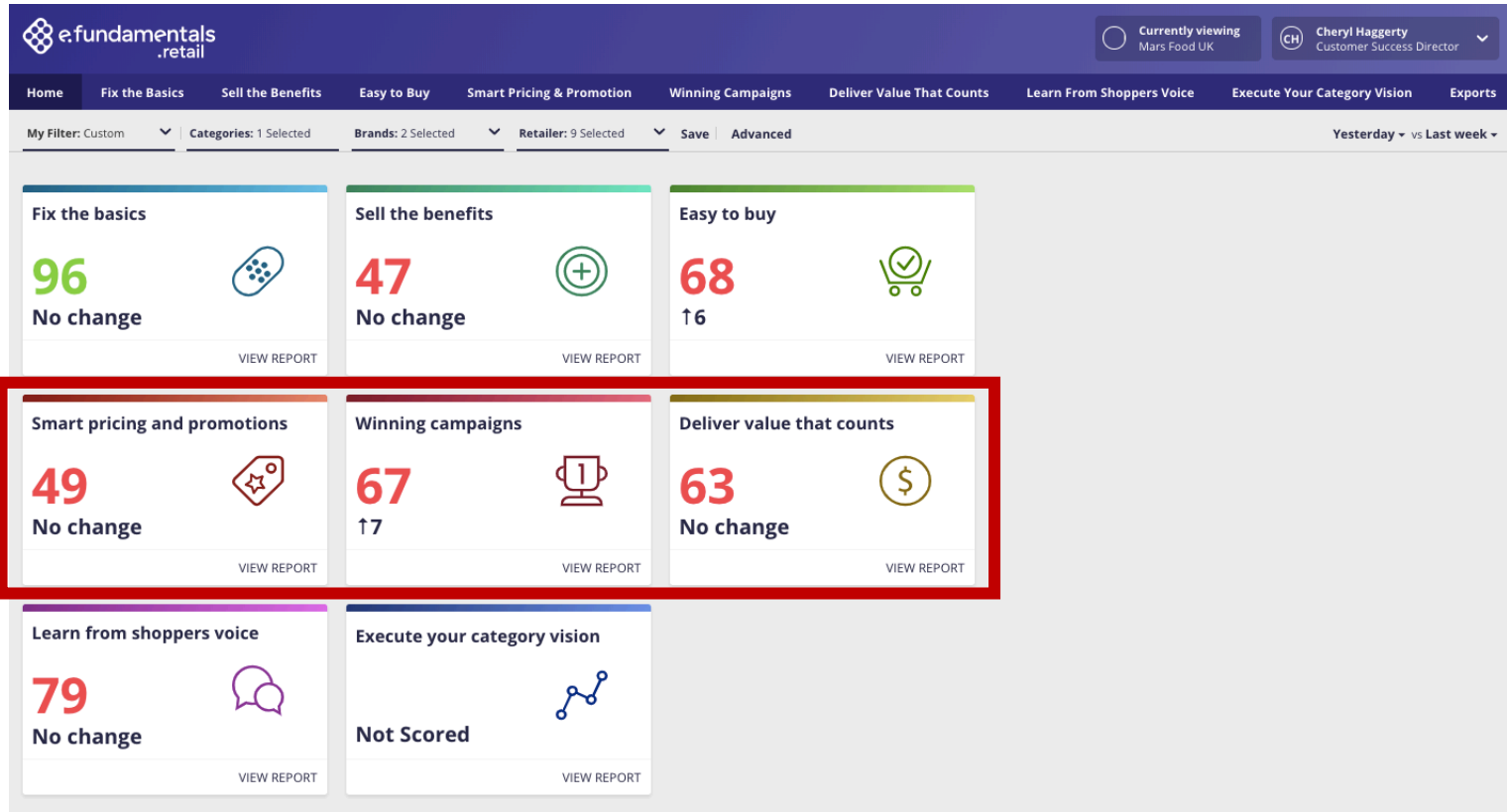Helps you plan efficiently and run the right activity at the right time.

Deliver Value That Counts.

This Fundamental provides a lens on the range available across retailer websites. You can understand ranging opportunities within online retailers from a category perspective to identify gaps within the current listings.

It has supported conversations in range reviews to align with what's important for both the retailer, and the brand, in driving value into the category.

Whilst many ranging insights only provide short term tactics for price & promotion, Deliver value that counts is equipping category managers to talk about the long-term aspirations for the category to help build profitable relationships with retailers.

The 8 fundamentals

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Currently viewing Mars Food UK

CH Cheryl Haggerty Customer Success Director

Home | Fix the Basics | Sell the Benefits | Easy to Buy | Smart Pricing & Promotion | Winning Campaigns | Deliver Value That Counts | Learn From Shoppers Voice | Execute Your Category Vision | Exports

My Filter: Custom | Categories: 1 Selected | Brands: 2 Selected | Retailer: 9 Selected | Save | Advanced | Yesterday ▾ vs Last week ▾

Fix the basics
96
No change
VIEW REPORT

Sell the benefits
47
No change
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Easy to buy
68
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Smart pricing and promotions
49
No change
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Winning campaigns
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Deliver value that counts
63
No change
VIEW REPORT

Learn from shoppers voice
79
No change
VIEW REPORT

Execute your category vision
Not Scored
VIEW REPORT

The fundamentals most relevant to the Category Manager are shown in red above.

However the flexibility within e.fundamentals enables you to have access to the information you want to view. Fundamentals can be switched on and off for individual roles, teams and users.

Explore each fundamental with our service walkthrough:

VIEW